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U.S. Department of Agriculture

Agricultural Marketing Administration

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Commodity *FRESH APPLES*
Marketing area *NATIONAL*
Time *SEPTEMBER 17 through SEPTEMBER 26*

FOR USE AFTER SEPTEMBER 1, 1942

WASHINGTON, D. C.

Fresh apples are the Victory Food Special for the period September 17 through September 26. They will be featured as such by retailers throughout the country in a merchandising drive designed to focus consumer attention on the abundance of apples in season.

Merchants cooperating with the Agricultural Marketing Administration in the program will list fresh apples as a Victory Food Special in their advertising and display material. Consumers will be urged to make full use of those varieties of apples that are at their best during this time of the year.

Supplies of apples during the fall harvest months are usually more plentiful than at any other time of the year. While most food prices are up because of wartime conditions, homemakers can expect the price of apples to be reasonable in relation to the price of other foods. Object of the Victory Food Special designation is to encourage consumers to make full use of particular foods in most plentiful supply in order to conserve other foods needed for the war and to assure the harvest and marketing of all foods produced. Even with the heavy demand for apples processed in various forms for military, Lend-Lease shipment, and other wartime requirements, abundant supplies of fresh apples will be available for home consumption.

Total commercial production of apples for 1942 was estimated on August 1 at 122,215,000 bushels. This represents a slight increase over 1941 production.

While every producing area has its own favorites, the more important commercial varieties of apples on markets at their best during the fall months are relatively few. The McIntosh and Wealthy varieties of apples are centered in the New England States and in New York, and they are noted for their out-of-hand eating and salad use qualities. The Wealthy is also a cooking apple. In the other States east of the Mississippi River, the Grimes Golden and the Jonathan varieties are fine for out-of-hand eating, salads, and cooking. In the States west of the Mississippi River, the main commercial variety is the Jonathan, for fresh eating, salad, and cooking purposes.

When we bite into an apple today and our eyes light with the pleasure of the sweet tang upon our tongues, we are

EVERY HOMEMAKER now has the job of seeing to it that the most effective use is made of the nation's total wartime food supply. Food is a weapon and our farmers are producing more than ever before. But farmers cannot produce in exact amounts -- nor are all foods suitable for war purposes. Thus, from time to time, some foods are more abundant than others. Homemakers are asked to use more of these plentiful foods. Those foods in most abundant supply are designated by the Agricultural Marketing Administration as VICTORY FOOD SPECIALS. Merchants are cooperating with AMA by featuring Victory Food Specials. When the homemaker buys Victory Food Specials she spreads her buying power in a way that serves the nation and her family. And this conserves other food and prevents possible waste, thus assuring full use of all that is produced. Yes, every homemaker is a sergeant in the all-important food management army.

sharing a taste with the earliest of artists. That they considered the apple the most tempting of fruits is undeniable, for it was the apple that they pictured Eve taking from the serpent in the Garden of Eden though the Book of Genesis calls it simply "the fruit of a tree."

No fruit has a longer history in both fact and fable. The apple that dropped on Sir Isaac Newton's head and gave us modern science. The apple William Tell shot from the head of his son to give the Swiss their freedom. And let's not forget poor Paris, first and most beset of all beauty judges. It was a golden apple that, pinch-hitting for Jupiter, he had to place in the hand of the fairest goddess. Remember how they tried to bribe him and how Venus' promise of fair Helen of Troy for wife won her the prize and plunged the world into the Trojan wars?

The scientific history of the apple is more prosaic but dramatic, too, to those who know it. They were grafting trees to improve strains in Cato's day more than 2,000 years ago and the work still goes on. Apple breeders are constantly on the alert, watching for bud mutations of promise, for chance seedlings, and working on developed strains to fix characteristics. For the farmer they work to increase hardiness, disease resistance, to develop late-blooming varieties that will escape the frosts. For the rest of us, they work to improve flavor and cooking qualities.

A good part of the apples now coming onto the markets of most sections of the country are Jonathan and Grimes Golden varieties -- triple purpose fruits that are good eaten out of hand yet stand staunch under baking and cook tender in the short time that apple sauce and apple pies require.

And speaking of pies, as everyone who speaks of apples eventually does, have you ever tried crusting the crust with melted cheese? The tastes blend even more subtly than when a nibble of cheese is taken now and then. You wait until after the pie is baked then cover the top with American cheese, thin sliced or grated, and put the pie back in a moderate oven (300 to 325 degrees F.) until the cheese is melted. And be

sure to serve while the cheese is still warm.

Apple turnovers, apple dumplings, apple upside-down cake -- a hard list to choose from; you'll want to try them all one of these times when apples are a Victory Food Special.

Turnovers are easy to make -- if you can make a good pastry dough. You just roll the dough in rounds about the size of a large saucer. On one half of the pastry round, arrange layers of thinly sliced apples, sprinkle with a mixture of sugar, cinnamon, and a little salt, and dot with butter. Moisten the lower rim of the pastry, bring the other part over it, press the two edges firmly together with the tines of a fork and prick the crust so the steam can escape. Bake in a moderately hot oven (375 to 400 degrees F.) for 20 minutes. Smell that cinnamon-sweet aroma? Yum.

Now, it's another day and time for that upside-down cake. You get out the mixing bowl and cream $\frac{1}{4}$ cup of butter or other fat with $\frac{1}{2}$ cup of sugar, a well-beaten egg, and a teaspoonful of vanilla. Sift $1\frac{1}{2}$ cups of soft wheat flour, 2 teaspoons of baking powder and $\frac{1}{4}$ teaspoon of salt together and add it, alternately with $\frac{1}{2}$ cup of milk, to the creamed mixture. Coat the bottom and sides of a glass baking dish or a very heavy pan with fat, spread thick. Spread thin slices of firm-fleshed apples in an overlapping layer on the bottom of the baking dish and sprinkle with a cinnamon and sugar mixture. Now pour the thick cake mixture in and smooth out the top with a knife. Bake in a very moderate oven (300 to 325 degrees F.) for 45 minutes. Loosen the sides of the cake, turn it out carefully, upside down and the top will be covered with a neat layer of apples you can see through. Serve hot with hard sauce (if you have enough sugar left!) or whipped cream.

Apple rings with pork chops -- or even with bacon for breakfast. Tart apples diced, skins and all, with chopped celery and chopped nuts for Waldorf salad. Chopped apples of any kind to give added taste, an added zest to any salad***It's good to have apples as a Victory Food Special.